

1 IRA KERKER (SBN #143946)
2 VITACOST.COM
3 2055 High Ridge Road
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5 Attorneys for Defendant Vitacost.com, Inc.

6 UNITED STATES DISTRICT COURT
7 NORTHERN DISTRICT OF CALIFORNIA
8 SAN FRANCISCO DIVISION

9
10 JUVENON, INC., a California Case No.: C 04-4804 SI

11 Corporation, NOTICE OF SUBSTITUTION OF
12 Plaintiff, COUNSEL AND [PROPOSED] ORDER

13 vs.

14 VITACOST.COM, INC., a Delaware
15 Corporation,
16 Defendant

17
18 TO ALL PARTIES AND THEIR ATTORNEYS OF RECORD:

19 NOTICE IS GIVEN that Defendant VITACOST.COM, INC. hereby
20 substitutes Ira Kerker, General Counsel for Defendant,
21 Vitacost.com, Inc., 2055 High Ridge Road, Boynton Beach, FL
22 33426, telephone (561) 752-8888 as its counsel in place of MBV
23 LAW LLP and has authorized Ira Kerker to appear and act as
24 counsel of record for VITACOST.COM, INC.

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2
3 WE CONSENT TO SUBSTITUTION:

4 Dated: March 24, 2005

VITACOST.COM, INC.

5 By: Wayne Gorsek

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7 Wayne Gorsek, CEO

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9 FORMER COUNSEL CONSENTS TO SUBSTITUTION:

10 Dated: March 24, 2005

MBV LAW LLP

11 By: David F. Alexander

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13 David Alexander

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15 NEW COUNSEL CONSENTS TO SUBSTITUTION:

16 Dated: March 24, 2005

VITACOST.COM, INC.

17 By: Ira Kerker

18
19 Ira Kerker, General Counsel

20
21 [PROPOSED] ORDER

22 This substitution is hereby approved. IT IS SO ORDERED.

23
24 Dated: _____

